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IBM's 'Great Mind' challenges students in innovation, media

by Scott Semmler
Staff Writer

The IBM Great Mind Challenge, which includes SJSU and other schools across the country, will be making its way to the United States, for the first time in its existence, in 2012.

The challenge, sponsored by IBM and Group Business Software, has taken place in India since 2004.

"In India, it had almost 100,000 participants," said Larry Gee, a lecturer in the College of Business at SJSU. "Its focus was more technical over there."

The Great Mind Challenge is now one of the largest nationwide student competitions in India.

"It's IBM's academic side," said Sabine Rech, a professor in the department of biological sciences and a part of the biological side of the challenge. "They take it to different universities and the teams move on from there."

Gee said the theme for the competition in the U.S. is "Get Social. Do

Business," highlighting the advantages of using social business to gain an advantage in the world today.

"We participated in a similar competition at Cisco," said Timothy Hill, department chair of management information systems at SJSU. "We sent teams there and they competed against other universities."

According to Daryl Pereira, social media manager at IBM, who has been an integral part in the creation of The Great Mind Challenge in the U.S., the challenge requires students interested in social business to form teams and solve real-world problems for the chance to win prizes and internships.

"It's about talking to companies," Rech said. "(Social media) is the way of marketing and integrating their business product to get it out there."

The event is open to several colleges from around the country,

SEE **IBM** PAGE 5

A century of mutual respect: SJSU and the Muwekma Ohlone Tribe

by Angelica Valera
Staff Writer

Perhaps unbeknownst to most of campus, SJSU has had a long-time partnership with the Muwekma Ohlone tribe, dating back to the 1960s.

This partnership revolves around the protection and cultural study of about 300 human skeletal remains.

"Some of the earliest remains were brought in from community people, then San Jose State had conducted excavations in the 1960s," said Alan Leventhal, tribal archaeologist for the Muwekma and SJSU volunteer anthropology lecturer.

He said SJSU students and faculty performed salvage archaeology on these burials, which is the collection of archaeological data and materials from a site in danger of imminent destruction, as from new construction or flooding.

Leventhal said because of construction, the sites were deemed as a hindrance to progress so most people decided to simply bulldoze over them and destroy them without providing the Indian community a chance to object.

As a result, a program was developed at SJSU to help protect these burial sites.

"SJSU hired a skeletal biologist in 1976 — Bob Jurmain — who started a program in terms of organizing the human remains, making sure that they were well cared for," Leventhal said.

He said the program helped preserve the remains' provenience, then Jurmain trained students to do skeletal biology.

"It tried to interface within the Indian community by offsetting the destruction of sites — meaning to get to using CEQA (the California Environ-

mental Quality Act) which provided for surveys and evaluation of the potential for destroying sites so that test excavations could demonstrate the presence of these heritage sites," Leventhal said.

Leventhal said he started to work with the archaeological community and within the tribal community when he arrived at SJSU in 1978.

By 1980, Leventhal said he was working with the Muwekma Ohlone, who made themselves known through the larger community when they saved their cemetery in Fremont from destruction.

"When I first met the Muwekmas, I did not know anything about them," he said. "And they wanted someone to help work with them to do research on the families, and the history of the tribe in readied detail."

Leventhal said that's when Rosemary Cambra, chairwoman of the Ohlone, approached him for help.

"I was introduced to the other lineages that comprise the tribe and through time, they felt that they could trust me so they started to tell me stories and their recollections," he said. "I started to record it, and we started to write as coauthors rather than just me taking the information."

While that happened, he said SJSU's program became an instrument to help rescue burials from erosion on the Pacific Coast in 1982.

"We ran that program to excavate the burials, to prevent them from eroding into the ocean," Leventhal said. "So the Muwekma families came together and we trained them to do archaeology and they were very intrigued about the careful way that archaeologists excavate the burials."

SEE **OHLONE** PAGE 5

Rejected!



Senior forward Wil Carter rises to the hoop and has his shot blocked by Montana State junior guard Jamie Stewart on Monday night during SJSU's 77-70 loss to

the Bobcats. Carter finished with 15 points and eight rebounds and added three assists in 33 minutes of play.
Photo By Vernon McKnight / Spartan Daily

SEE **PHOTO ESSAY**
PAGE 3

Stop reading this story and get back to work!

Lecture gives strategies to fight procrastination

by Jeremy Infusino
Staff Writer

The issue of procrastination was discussed in Clark Hall on Monday afternoon, bringing to light sources of procrastination in the life of an average college student.

Presenters Patrick Savaiano and Angella Kocian, both conducting doctorate internships at SJSU, agreed the Internet was the main reason behind procrastination among college students.

Savaiano said it is an easy way for students to avoid doing what they are supposed to be doing.

"It's just readily available," he said. "There's a computer, literally in my pocket now that I have a smartphone."

Kocian said some people don't even realize they're procrastinating when they're on the Internet.

Fourteen students attended the presentation, put on by Counseling Services, about procrastination and ways to deal with it.

Savaiano and Kocian led the discussion and shared ways of dealing with types of procrastination.

One of the ways Justin Tieu, freshman computer science major, procrastinates is by working out.

Tieu said the main reason he attended the presentation was to cut back on his procrastination.

"I thought it was helpful," he said. "It's just another way for me to beat my procrastination habit."

He said this time of year he feels he procrastinates more.

"I feel more burnt out because of all my classes," Tieu said. "I have one class that makes me feel really burnt out because they give us a lot of busy work, so because of that I procrastinate on all my other assignments for classes."

Savaiano said procrastination is more common than we think.

"Just as human beings, we all procrastinate at times," he said. "We all sometimes have high priority tasks we substitute for lower priority ones."

"Just as human beings, we all procrastinate at times."

— Patrick Savaiano, doctorate intern

During the presentation, Savaiano and Kocian provided handouts with tips for overcoming procrastination, a procrastination log and a procrastination flow chart.

One of the topics covered were reasons people procrastinate, such as fear of the unknown, lack of relevance and evaluation anxiety.

"In today's college environment and today's generation there are so many more distractions, so many more ways of procrastinating than before," Savaiano said.

Kocian said she also procrastinates. "I have been an excellent procrastinator throughout my graduate education and undergraduate," she said.

Kocian and Savaiano said there were different types of internal and external consequences produced through procrastination.

Some of the external consequences were lowered grades, tension among friends and the ending of relationships and some of the internal consequences of procrastination could be embarrassment, panic, guilt or depression.

"We discussed how to set different goals, how to break the goals down to

make them more manageable," Kocian said.

One of the ways of doing this is through setting SMART goals — an acronym for goals that are specific, measurable, acceptable, realistic and time.

Savaiano said procrastination is cyclical and the cycle starts with a person thinking he or she will get a head start on a project and go through progressive stages of delaying the project until the last minute.

He said the procrastinator finally has to make a decision as to whether or not he or she will try to do the project and then say they will never procrastinate again.

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Spartan football team ends roller-coaster season on high note

SJSU wins at Bulldog Stadium for first time since the 1987 season

.....Staff Report.....

For the first time in 24 years, the SJSU football team reigned victorious at Bulldog Stadium in Fresno, Calif., after defeating Fresno State 27-24 on Saturday.

The win finishes the Spartans' (5-7, 3-4 WAC) season off on a high note after losing two close games and falling one victory short of bowl eligibility.

Head coach Mike MacIntyre said he thought many people gave up on the SJSU football team and the team's resilience won them the game against Fresno State.

"What they did last week and today and not beating Fresno here in 24 years, I told them, they're going to walk into Walmart over the next few days, go and get something to eat at Peanuts and they're going to run into ex-players who are going to thank them," he said in a post-game interview. "It's a big deal, a huge deal for our program."

SJSU was led offensively by senior Matt Faulkner, who completed 27 of 42 passes, compiling 363 yards and two touchdowns on the night.

Faulkner threw for 300-plus yards in five of the final six games and finished with 3,149 yards on the season, third-most in a single-season at SJSU.

"Matt was phenomenal tonight — he did a great job," Mac

Intyre said. "He just got really comfortable in the offense. He never panicked — he did really well."

The Spartans were able to do Saturday night what they had previously been incapable of — use the ground game to run out the clock and win the game.

SJSU got the ball with 6:11 remaining in the game following a touchdown pass by Fresno sophomore quarterback Derek Carr to sophomore wide receiver Jalen Saunders.

The Spartans were able to completely drain out the clock on their final drive, using 13 plays to nail home the final minutes of the game — seven of which were run plays by senior running back Brandon Rutley.

Defense also was a large contributing factor in the game, stepping up in the second half to allow just a single touchdown while recovering two second-half Fresno State fumbles, bringing SJSU's nation-leading fumble recovery total to 18 on the season.

Fresno State got off to an early 10-0 lead in the first quarter following a touchdown run by junior Bulldog running back Robbie Rouse and a field goal by senior place kicker Kevin Goessling.

SJSU would tie the game in nearly the same fashion with 8:55 left in the first half, a touchdown run by Rutley and a field



Sophomore wide receiver Chandler Jones hauls in a pass during the Spartans' 27-24 victory over Fresno State, the team's first win at Bulldog Stadium since 1987. Jones recorded seven catches for 62 yards, but suffered a broken collarbone. Photo by Esteban Cortez / The Collegian

goal by senior place kicker Jens Alvernik.

Alvernik's field goal was his 17th of the season, breaking the record for most field goals in a single-season in school history.

Another touchdown run by Rouse gave Fresno State the 17-10 lead going into halftime.

SJSU scored on three unanswered occasions following the halftime break — a second field goal by Alvernik to increase his school record and two touchdown passes by Faulkner, one to freshman Jabari Carr and the other to sophomore Chandler Jones.

This brought the score to 27-17 in favor of the Spartans.

Fresno State scored once more on a pass from Carr to Saunders, but would not find the endzone following the game-killing final drive by the Spartans.

MacIntyre said the win is going to benefit the SJSU foot-

ball program in more than one way.

"It is certainly momentum forward," he said. "It is definitely going to help us with recruiting. It's going to give our young men a jolt in the arm going into exams. It's going to give a jolt in the arm when we come back for winter workouts and spring practice."

Although SJSU improved from its one-win season a year ago, MacIntyre said the team will still have to forget its progresses this season and start over when camp starts up again in January.

"You've got to go back to ground zero and start again," he said. "So when we come back in January, we'll go back to ground zero and we'll start building it again. But a lot of the things we do now as a coaching staff are validated with these wins."

"They listen a little bit more. They work a little bit harder. They've tasted it and they want to keep doing it."

SJSU VS FRESNO STATE BY THE NUMBERS

- 24 years

Since the last Spartan victory in Fresno at Bulldog Stadium.

- 3,149

Total number of passing yards on the 2011 season for senior quarterback Matt Faulkner. This number is enough for third on the all-time single-season passing list at SJSU.

- 18

Number of field goals senior place kicker Jens Alvernick made during the 2011 season, a school record for field goals made in a single season.

- 18

The Spartan defense recorded 18 fumble recoveries throughout the 2011 season, putting SJSU at the top spot in the nation in this category.

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Senior forward Wil Carter soars to the rim in front of two Montana State defenders. Carter finished with 15 points and eight rebounds in Monday night's 77-70 loss. **Photo by Vernon McKnight / Spartan Daily**

When the Sky reigns over you

Right: Head coach George Nessman (left) grasps his head in frustration while assistant coach Talvin Hester (middle) and Durwood McCoy, director of basketball operations (right) look on during the SJSU men's basketball 77-70 non-conference loss to Montana State on Monday night. **Photo by Vernon McKnight / Spartan Daily**



Below: Senior forward Wil Carter takes to the floor in an attempt to win the ball from a Montana State defender in Monday night's loss to the Bobcats. **Photo by Jason Reed / Spartan Daily**



Far left: Senior forward Wil Carter (right) puts his head down en route to the basket as he attempts to get by Montana State junior center Mohamed Fall. **Photo by Jason Reed / Spartan Daily**

Left: Sophomore guard Keith Shamburger (left) draws a charge call late in the second half, severely swaying the momentum of the game towards the Bobcats' favor. Shamburger finished the game with six points and six assists, but fouled out after the charge call. **Photo by Vernon McKnight / Spartan Daily**

	1st	2nd	FINAL
Montana State	41	36	77
SJSU	34	36	70

■ RESTAURANT REVIEW



Sa-By Thai's vegetarian egg rolls with silver noodles and garlic chili sauce is a satisfying appetizer to have while waiting for your meal. **Photo by Jeffrey Cianci / Spartan Daily**

Spicing it up: Sa-By Thai provides students with cheap and tasty alternatives to daily cuisines



by Jeffrey Cianci
Staff Writer

It's midnight, do you know where your Pad Thai is?

If you're familiar with Sa-By Thai, you know exactly where you can find Pad Thai and other dishes from Thailand served as late as midnight.

With two locations within walking distance of SJSU, one on Eighth and William streets and another several blocks away at Second and William, Sa-By Thai is good choice for students looking to spice up their lunch and dinner options.

Looking through the takeout menu can be a little intimidating for first timers as your eyes glaze over a list of items such as Tom Ka soup, Pad Kee Mao and an assortment of spicy noodle and rice plates.

However, slowing down to read the descriptions and ordering with a bit of bravery will reward you with a delicious and different kind of delicacy.

For appetizers, vegetarian fresh rolls — rice paper stuffed with shredded veggies and mint served alongside a peanut dipping sauce — are an easy option for \$5.95.

Chicken sate, grilled skewers of chicken with peanut dipping sauce, is also a winner at \$6.95.

Both are far better options than Sa-By Thai's fried meatballs for \$6.55, which was like chew-

ing a rubber bouncy ball smothered in sweet and sour sauce.

For soup, a spicy bowl of Tom Ka — a hot and sour coconut based soup with mushrooms, tomatoes and Thai herbs — is an excellent choice for the looming cold and gloomy weather.

As with any entree at Sa-By Thai, you have the choice of meat and level of spiciness.

I recommend adding chicken to your Tom Ka soup and order on the spicy side — your stuffy nose will thank you.

On my visit, lunch specials included a curry Pad Kee Mao — flat wide noodles in a yellow curry sauce with bamboo shoots, onions, bell peppers, sweet basil and a choice of meat.

Fearing I would make my nose run like a faucet, I ordered the Pad Kee Mao medium spicy and enjoyed a well-seasoned flavor of curry and sweet basil with a light afterburn of spice.

Sa-By Thai also serves curries, fried rice plates and seafood specials.

In addition to the yellow Pad Kee Mao curry, Sa-By Thai offers a green curry with bell peppers and eggplant, red curry with bell peppers and zucchini and a pumpkin curry made with red curry paste, pumpkin and bell peppers, each for \$7.95.

Traditional Thai favorites such as pineapple fried rice with onions, cashews and pineapple and Pad Thai with green onions, bean sprouts and ground peanuts are also available for \$8.95 and \$7.95, respectively.

If your meal of spicy Thai food has left your nose running and mouth burning, cool your palate with a slow sip of this week's drink of the week, Thai Iced Tea, available at Sa-By Thai for \$2.25.

If something sweeter is what you desire, try fried bananas with either honey (\$3.95) or ice cream (\$4.50) for dessert.

Whether you're fluent in Thai cuisine or you've never heard of Pad Thai, Sa-By Thai is an excellent choice for its closeness to campus and extensive menu of enjoyably spiced dinner options.

Drink of the Week: Sa-By Thai Iced Tea

by Jeffrey Cianci
Staff Writer

After enjoying a very spicy curry at Sa-By Thai, near the intersection of Eighth and William Streets, I was left with a burning tongue and sweaty brow in dire need of a cooldown.

Luckily, as any good Thai restaurant does, Sa-By Thai had Thai Iced Tea available for order.

The uniquely flavored orange-colored beverage sells at the restaurant for \$2.25 and will relieve your burning tongue of any pain you may endure.

Thai tea is made with a strongly flavored black tea blend that is mixed with star anise and other Thai herbs, which when steeped produces a dark orange, smoky-flavored beverage.

It can be enjoyed hot or cold, but is most popular as a cold beverage, often presented in a tall glass combined with sweet condensed milk that turns the drink bright orange when stirred together.

The sweet, smoky beverage is one of my favorite beverages and is widely available in Thai and Indian restaurants.

Thai tea is also a common flavor in boba or bubble teas, such as those served at Tapi-



Sa-By Thai's Thai Iced Tea is a blend of black tea with star anise and other Thai herbs that produce a dark orange colored drink and can be served either hot or cold. **Photo by Jeffrey Cianci / Spartan Daily**

oca Express and Lee's Sandwiches, but is often made with powdered mix and lots of sugar — a sorry stand-in for real Thai Iced Tea.

Those looking for a sweet treat after a spicy meal of curry or Pad Thai should visit Sa-By Thai for an enjoyable traditional Thai Iced Tea.



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The curry Pad Kee Mao is made with flat, wide noodles in a yellow curry sauce with bamboo shoots, a mix of veggies and your choice of meat. **Photo by Jeffrey Cianci / Spartan Daily**

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OHLONE: Anthropology department studies cultural remains

FROM PAGE 1

Once they were able to save several of these burials, he said they brought the remains back to campus, carefully examined them, wrote up an archaeological report with the tribe and finally reburied them in a protected area on state land.

STUDENT INVOLVEMENT

“There’s this concept of reciprocal and mutual benefit between the tribe and the university — students have been able to do master’s degrees by working with the tribe,” Leventhal said.

Senior anthropology major Chris Keith said he worked with the remains in several classes and just completed a project with one of the department’s professors and two other students.

“The project was gathering osteoarthritis data on hand bones to try and determine if there is a positive correlation between obesity and osteoarthritis of the hand in prehistoric populations,” he said.

Keith said the most interesting thing he learned from

studying the remains is seeing the actual effects of bone remodeling occurring in areas of specific stress.

Diane DiGiuseppe, a graduate student in anthropology, said she’s used the remains for her thesis on forearm fractures, specifically looking at how anthropologists interpret their causes.

“I used all the skeletal material from SJSU to incorporate a large database so I could look at a statistical package,” she said.

DiGiuseppe said this methodological analysis helps anthropologists interpret the lifeways of Native Americans more accurately.

Senior anthropology major Hannah Harrison, who has worked with Leventhal, said she’s participated in analyzing certain burials by taking measurements and photos, and by determining age, sex and gender.

“We also look for signs of interpersonal aggression, disease or other bone abnormalities — anything that could be helpful in taking simple statistics and regarding them in a broader and more complex social/cultural context,” she said.

Harrison said she appreciates the work she does on the remains.

“It’s very gratifying in that it is helpful to the department and tribe,” she said. “I also find that working hands-on in the lab is the best way to become very familiar with the elements of learning skeletal biology.”

WHAT TRIBE?

Leventhal said the general problem is that the Muwékma Ohlone tribe was declared extinct — not federally recognized.

“Alfred Kroeber, considered to be the ‘Father of the Ohlone,’ had just arrived from working at the Academy of Sciences at Berkeley,” he said. “Phoebe Apperson Hearst, a wealthy woman whose husband was a U.S. senator, purchased the tribe’s rancheria and funded UC Berkeley — she had invited Kroeber to come down from Berkeley to interview the Ohlone.”

Leventhal said Kroeber was trained as an anthropologist to only be interested in pure, uncontaminated culture, one

that hasn’t changed through time.

When Kroeber spoke to the Indians, he said he realized they spoke several different Indian languages — even Spanish — and had been converted to Catholicism.

“None of them remembered a pure time,” Leventhal said. “So when Kroeber wrote up his monumental tomb, which was published in 1925, his opinion was that they were extinct for all practical purposes without clarifying what that meant.”

Later on, he said Kroeber explained the lack of these people’s cultural system — the languages, the traditions and the customs — is what formed his opinion.

“No one assessed it — they all went back to their extinction in 1925,” Leventhal said. “So it’s kind of like research lethargy.”

According to Leventhal, the tribe ceases to exist without professional or federal acknowledgement.

The Ohlone tribe is now gradually receiving its acknowledgement through its agreements with SJSU.

He said there are two levels of agreements — one formal and one informal.

“San Jose has the ‘title,’ meaning they have the protection,” Leventhal said. “We protect and curate the burials that came in from the 1960s and various projects that were non-related Muwékma projects.”

This level of agreement has also served to provide the tribe a vehicle for archaeological training, he said.

Leventhal said the other part of the agreement is that the Muwékma had no place to rebury the remains, and SJSU is helping by temporarily housing the remains.

“They had requested of the anthropology department to kindly house the burials until such time when they could find a suitable place where they felt the remains should be reburied,” he said.

The tribe felt a public storage area wouldn’t have sufficed, Leventhal said, so they asked for an institution of higher learning to be the facility.

Even though Clark Hall houses the department of

anthropology, he said it was a late building, so it wasn’t even there when the remains arrived, and the previous housing situations were not suitable for the remains.

“It was originally a library then,” Leventhal said. “When I came in 1978, our lab was in the Engineering building, but then when SJSU renovated it, we were moved into the rifle range — the bottom of MacQuarrie Hall, and then Spartan Central Complex.”

He said the area lacked proper lighting and was a rifle range — so it wasn’t really a lab.

“And that’s how we ended up here,” Leventhal said.

He said the collaboration is unique in the sense that there are mutual benefits.

“I train my students to do something that has both scientific merit, but also deals with cultural sensitivity,” he said. “The word ‘sensitivity’ is absolutely meaningless — it’s, pardon the expression, just plain BS unless you actually do something to demonstrate sensitivity.”

IBM: Global contest expands to SJSU

FROM PAGE 1

including Purdue, Notre Dame, Fordham, University of Southern California, SJSU and many more.

The Great Mind Challenge involves students learning new techniques to attract customers, Gee said.

“Students take an umbrella problem and implement it,” he said. “The whole social business is growing like gangbusters. They’re the next generation of social business.”

Throughout the semester, instructors at the College of Business have been training the students in social networking and the value of analytics to

prepare the students for the challenge, Gee said.

He said SJSU acted quickly and is now the first college in the U.S. to incorporate social business into the classroom.

“We reached out to schools, including Notre Dame, Fordham, Duke and Texas,” Pereira said. “We built a relationship with SJSU and they agreed to come aboard and be apart of the program.”

Gee said SJSU is in the driver’s seat as far as taking the Great Mind Challenge to the type of success it had in India.

SJSU was named the U.S. location for a field test, one of the first phases of the challenge, which took place in the last

week of August and included the teams being critiqued on their assessment and comprehension of their projects.

“There are several phases,” Gee said. “That was just the beginning.”

Pereira said the official Challenge will occur in mid-January 2012.

Gee said there were 96 total students signed up, and they formed 24 teams — 19 teams from the College of Business at SJSU and five teams from the College of Science at SJSU.

“There were more students than we expected,” Gee said. “But we are very pleased they want to know more about it.”

Pereira said they were blown away by how creative the strategies were.

Gee said there were five winners who got a chance to move on to the next phase of the competition, inching closer to appearing in The Great Mind Challenge 2012.

“The five winners delivered a GBS (Group Business Software) Social Business environment audit study,” Gee said. “The audit provided further insight into GBS environment and ideas how to implement current/new social business techniques.”

The five winning teams included three teams from the College of Business and two from

the College of Science at SJSU, he said.

“The select teams keep moving on from phase to phase,” Rech said. “The best projects then go to The Great Mind Challenge in 2012.”

Gee said it is all about connecting with people and getting the word out there if people want a successful business these days.

“Social business is at the intersection where business and people come together,” he said.

Gee, Pereira and others at SJSU, IBM and GBS said they are attempting to help students understand what role social business plays in the world with The Great Mind Challenge 2012.

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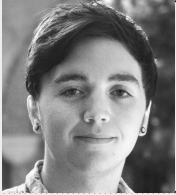
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It could be a whole lot worse



By
Matthew
Gerring

So it looks like most of us survived Black Friday. The dust has settled, blood has been mopped from the aisles and credit card numbers have sailed on insecure connections over the treacherous waters of the Internet on yesterday's "Cyber Monday", and we are now firmly in what we call the "Holiday Season" these days.

Speaking of traditions of dubious merit, the War on Christmas is back, along with the weird phenomenon of NORAD running a "Santa Tracker" on its website, both adding dashes of creepy mili-

tarism to an otherwise joyous holiday.

According to a post on the Fox Nation blog, not only is the War On Christmas still happening, "we" are winning! Questions of who constitutes "we" and what, exactly, "we" won are left as an exercise for the reader.

I haven't picked a side in this war, but I find it fascinating. For the moment, let's put aside the fact that there are several gift-giving holidays from multiple faith traditions that take place between Thanksgiving and New Year's Day. Let's also just forget that whether Jesus' actual birthday was on Dec. 25 is a matter of some dispute. Let's assume, for the sake of argument, that Christmas is the only holiday to celebrate in December, and that retailers are un-

fairly "secularizing" it.

So much "War on Christmas" rhetoric focuses on what retail workers say to customers — that is, wheth-

er it's "Happy Holidays" or "Merry Christmas" — but what would happen if the machinery of commerce fully embraced the religious origins of Christmas? What other consequences would come with that?

Imagine the advertising bonanza it would create! The Bible is rich with stories and metaphors, ready to be exploited in the service of com-

merce — the possibilities are endless.

"A sale fit for the King of Kings! Free two-day Super Savior shipping!" the ads would say, or better yet, "Shop at Walmart, your price savior!"

I see nativity scene mannequins sporting cable-knit sweaters, performance fleece and cute graphic onesies. In the aisles, sales associates would flit about, spraying people with Frankincense, by Paris Hilton.

And think of the TV commercials!

Joseph and the Virgin Mary are frantically searching Bethlehem for a place to

you?" — so Joseph reaches into his cloak and pulls out his smartphone, miraculously finding a four-star hotel just a few blocks away.

Samsung smartphones, it would say, with Google, where the "Os" are halos, or perhaps crowns of thorns, two for one for this Christmas season.

The Three Wise Men are huddling around a fire in the desert, and they see a brilliant light glowing in the distance. They journey toward it for many days and finally arrive at an idyllic shack in the snow. Inside is a Sony flat-screen plasma TV with the baby Jesus sitting in front of

shouting, "Sell Your Gold!"

Instead of bleak news reports warning Americans of the collapse of the economy if they don't shop to keep retailers in the black, anchors might deliver news of a message from Creflo Dollar of Creflo Dollar Ministries, preacher of the Prosperity Gospel, warning people to shop and spend lavishly or else face eternal damnation.

Would people still die every year in the pandemonium created by "doorbuster" sales? Would people still take the opportunity to gift themselves first? Would anything else really change other than the decoration retailers put on this bizarre and terrifying ritual?

I invite those of you who take offense at being told "Happy Holidays" to consider — do you really want to put the face of Jesus on this mess?

As long as retailers still prefer "Happy Holidays" to "Merry Christmas," the religious traditions of Christmas get to remain totally — and appropriately — separate from this country's annual retail orgy. For the sake of Christianity and good taste, let's please keep it that way.

“A sale fit for the King of Kings! Free two-day Super Savior shipping!” the ads would say, or better yet, “Shop at Walmart, your price savior!”



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Letters to the editor must contain the author's name, address, phone number, signature and major. Letters become proper-

ty of the Spartan Daily and may be edited for clarity, grammar, libel and length. Only letters of 300 words or less will be considered for publication.

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Occupy UC Davis protesters rally against future fee increases while regents meet

McClatchy Tribune
Wire Services

On Monday several hundred Occupy UC Davis protesters staged a demonstration inside Dutton Hall, a building housing the university's Cashier's Office.

The UC Davis website states the Cashier's Office is where students can pay registration fees. It is also responsible for collecting and depositing money for organizations and departments on campus.

The protesters chanted "No cuts, no fees!" and staged their rally on the same day the UC Board of Regents took public testimony via teleconference from four campuses, including UC Davis.

The regents are not contemplating any fee increases at this time.

Despite the call for a general strike today, UC Davis students, even those sympathetic to the cause, were attending classes.

As the UC regents met in a multi-campus teleconference that included UC Davis, students against tuition hikes gathered under overcast

skies outside a meeting on the UC Davis campus this morning.

Among them was Hisham Ali Bob, 21, who said any new tuition fee hike would be "very unfair."

"It's unfortunate that public education is getting 'privatized' and accessible to less and less people," Ali Bob said.

He said he planned to stay in support of fellow protesting students outside the Activities and Recreation Center until 1 p.m. when he leaves to go to class.

He said he was not participating in the general strike "because I didn't really do to well on my first and second midterms."

Another student, Melanie Lopez, 21, showed up at the protest because one of her professors decided to convene class outside the center. However, Lopez was debating going somewhere else to study instead.

"We are paying money to go to class and I don't want to waste that money," she said. "I'm not down with the general strike thing."

At 11 a.m., about 75 students were gathered at the center.

Some were sitting in on teach-ins, including one on the topic of the future of the Occupy movement. The gathering was quiet and academic.

Inside the center, the regents' teleconference was being held. The University of California regents are hearing from the public at four locations, including UC Davis.

The meeting, which was canceled earlier this month because of threats of violence, was initially called to address UC's funding request to the state for the 2012-13 fiscal year. No tuition increase proposals are under consideration.

Connected by teleconference, the regents are at UC campuses in Davis, San Francisco, Los Angeles and Merced.

Among the titles of the teach-ins on lawn are "Reflecting on the Now: Where is Occupy in the Future of Protest" and "Dangers of Corporations." Scheduled at the Dome on the main campus quad, the site of pepper spraying of students by police, teach-ins include "Cops off Campus" and "Budget Blues."

CRIME LOG

11/17 to 11/26

11/17

Officer responded to a medical aid call in Hoover Hall. Subject (affiliate) refused medical attention.

Police officers responded to a report of a person causing a disturbance at Hugh Gillis Hall. Suspect (nonaffiliate) was cited and released for drinking alcohol on the campus.

Officer took a report of a theft that had occurred in the Student Union. The victim's (SJSU affiliate) backpack was taken. There is no suspect information at this time.

Officer responded to a report of a vehicle with excessive outstanding citations on south 10th Street. The vehicle was towed by D&M Towing for having excessive outstanding citations. It is unknown if the owner of the vehicle is associated with SJSU.

Officers responded to a fight that had occurred on campus in lot four. Three juveniles (nonaffiliates) were arrested and released to their parental guardians.

11/25

Police officers were dispatched to a call of a female affiliate, who was being harassed by two males (nonaffiliates) at East San Carlos Street. Officers arrested the males for public intoxication, transported them to the Santa Clara County Jail and booked them.

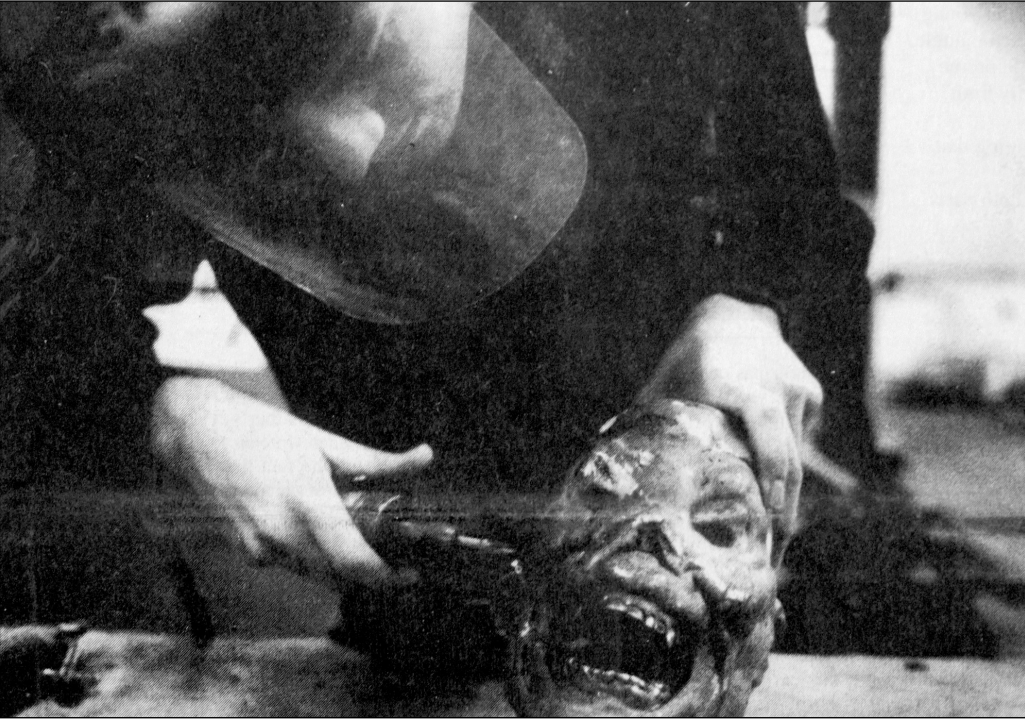
11/26

Officer conducted a vehicle stop for a vehicle code violation at South 11th street. Driver was cited and released for driving on a suspended driver's license. The vehicle was towed for 30-day impound by Rebello's Tow.

These posts are courtesy of San Jose State University Police and the crime log will now be a recurring feature of the Spartan Daily.



ON THIS DAY IN 1990 THE SPARTAN DAILY REPORTED...



Above: David Hoehn, a senior art student, works on a bronze sculpture he created. Hoehn and other art students at the SJSU foundry begin their projects by first cutting out wax molds of the sculpture. (Photo by Ann Nelson / File Photo)

Spartan athletics may switch conferences: A report was published stating SJSU Athletics was interested in switching from its then-conference, the Big West, to the Western Athletic Conference. The WAC aimed to increase its nine-team league to an estimated 12 by 1992. Multiple sources reported that among those schools interested in moving to the WAC included SJSU, Fresno State and University of Nevada, Las Vegas.

SUBOD hikes fees by \$10 starting in fall: Confronted with a shaky California state budget and \$500,000 in revenue loss, the Student Union Board of Directors voted to increase Student Union fees by \$10, bringing the total fee to \$81. The board cited unexpected costs associated with the Event Center and a dwindling reserve as reasons for the hike.

Three students nabbed in drug bust: Two residents of Allan Hall were busted by undercover narcotics agents and charged with transport of hallucinogenic mushrooms and conspiracy to commit a felony. UPD and state narcotics officers stormed the dormitory looking for a third suspect and mistakenly apprehended an uninvolved student. Search warrants for two rooms in Allan Hall and two Santa Cruz County locations yielded more than five pounds of mushrooms, nearly three ounces of marijuana and 14 marijuana plants. Just in the dorm rooms, police said they found a small amount of mushrooms and marijuana.

SpartaGuide

Mosaic Open Mic Series

Mosaic Cross Cultural Center
Thursday, Dec. 1
5 to 7 p.m.
Mosaic Cross Cultural Center, Student Union

World AIDS Day

Santa Clara County HIV Planning Council
Thursday, Dec. 1
6:30 to 7:30 p.m.
San Jose City Hall Rotunda, 200 E. Santa Clara St., San Jose

Aerobicthon 2011

Aerobics section, Department of Kinesiology
Friday, Dec. 2
4 to 6 p.m.
SPX-C 44B (Gym)
Admission is \$5 per person

"So You Think You're Smarter Than Us Now?" A First Generation College Student's Experience With Family Distancing

Mosaic Cross Cultural Center
Thursday, Dec. 8
5 to 7 p.m.
Mosaic Cross Cultural Center, Student Union

Leadership Today: Social Justice Immersion Leadership Retreat

Student Involvement
Tuesday-Thursday, Jan. 3 to 5, 2012
All day
Redwood Glen, Loma Mar
Applications now accepted through Nov. 3 and are available in the Mosaic Cross Cultural Center, Clark Hall 140, or at www.bitly.com/lt2012. Participation is free.

SpartaGuide is provided to students, staff and faculty, free of charge. The deadline to submit is at noon, three working days prior to desired publication date. Entry forms are available in Spartan Daily, DBH 209. Send emails to spartandailyeditorial@sjsumedia.com titled "SpartaGuide." Space restrictions may require editing or exclusion of submissions. Entry is not guaranteed. Entries are printed in order of which they are received.



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EGG ROLLS (4 ROLLS)	春捲 (4捲)	\$3.50
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HOT GRASS JELLY	燒仙草	\$2.75
HOT GINGER TEA	熱薑母茶	\$2.75
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